Michigan eLibrary Usage and Statistics Report
Fiscal Year 12 Quarter 4 (July - Sept 2012)

Dashboard Metrics

We report on MeL quarterly to the State of Michigan regarding four key metrics: full-text retrievals from the databases, homepage visits, LearningExpress visits and Job and Career Accelerator sessions. Below I compare FY 12 Q4 (July to Sept) to the previous quarter (Apr to June 2012) and to this same quarter last year (FY 11 Q3).

Full text retrievals: This quarter MeL saw just over 2,600,000 full text retrievals from the databases, down 46% since last quarter. This is typical for the summer months due to school being out of session. Full text retrievals were essentially unchanged over this quarter last year.

Homepage visits: This quarter MeL saw just over 1,000,000 homepage visits, down 28% since last quarter. Homepage visits were up 52% over this quarter last year. This is very encouraging.

LearningExpress visits: MeL saw just under 25,500 visits to LearningExpress, that's a 4% decrease between this quarter and last and is essentially unchanged over this quarter last year.

Job and Career Accelerator: Between last quarter and this quarter MeL saw a 16% decrease (a total number of sessions of 2,763). We did not have Job and Career Accelerator during this quarter last year and so cannot compare it.

Comparing this quarter to last quarter

	Compared to Last Fiscal Quarter			
		FY 2012 Q3	**FY 2012 Q4**	
1	Full text database retrievals:	4,922,475	2,638,112	-46%
2	MeL homepage visits:	1,521,354	1,097,685	-28%
3	Learning Express total visits:	25,552	24,441	-4%
4	JCA total sessions:	3,290	2,763	-16%

Comparing this quarter to the same quarter last year

		FY 2011 Q4	FY 2012 Q4	
1	Full text database retrievals:	2,649,936	2,638,112	-0.45%
2	MeL homepage visits:	722,546	1,097,685	52%
3	Learning Express total visits:	24,799	24,441	-1%
4	JCA total sessions:	N/A	2,763	

Select Report of MeL Databases Usage

	Sessions FY2012 Q3	Sessions FY2012 Q4
Academic OneFile	548,433	455,300
Books & Authors	6,629	4,622
Business & Company Resource Center	33,878	9,473
General OneFile	308,044	264,142
GVRL	155,928	90,372
Health & Wellness Resource Center	82,779	49,546
Kids InfoBits	62,426	24,118
Sabin Michigana	13,811	6,573
Nursing Resource Center	48,629	29,538
Opposing Viewpoints	171,699	73,530
Small Business Resource Center	43,414	26,585
Chiltons	45,340	43,287
ProQuest - SIRS Discoverer	46,524	23,557
ProQuest - SIRS Renaissance	54,279	15,652
ProQuest - Heritage Quest	30,663	24,084
ProQuest - eLibrary	73,354	37,599
ProQuest - eLibrary Elementary	24,486	3,495
ProQuest-CultureGrams	77,161	49,401

Gateway Usage: The most heavily used gateways in FY 2012

	Q1	Q2	Q3	Q4
1.	Teens (46,169 visits)	Teens (56,153 visits)	Kids (47,284 Visits)	Teens (12,926)
2.	Kids (23,305 visits)	Kids (48,539 visits)	Teens (42,531 Visits)	Genealogy (12,766)
3.	Books and Reading (14,903 visits)	Books and Reading (18,106 visits)	Books and Reading (14,959 Visits)	Books and Reading (11,274)
4.	Genealogy (11,211 visits)	Michigana (14,821 visits)	Michigana (11,571 Visits)	Michigana (8,999)

Gateway statistics change since last quarter:						
	TOTAL FY 2012 Q3	July	Aug	Sept	TOTAL FY 2012 Q4	Percent Change since last quarter
Homepage	1,521,354	35,7410	37,0237	37,0038	1,097,685	-28%
Databases	210,312	19,539	18,445	44,867	82,851	-61%
Books and Reading	14,959	3,387	3,556	4,331	11,274	-25%
Michigana	11,571	2,879	2,650	3,470	8,999	-22%
Business and Jobs	5,325	1,466	1,686	1,528	4,680	-12%
Genealogy	15,272	4,605	4,213	3,948	12,766	-16%
Health and Wellness	6,817	1,322	1,294	1,591	4,207	-38%
Legal	4,009	1,155	1,529	1,318	4,002	0%
Kids	47,284	1,413	1,752	4,242	7,407	-84%
Teens	42,531	1,662	1,515	9,749	12,926	-70%
Reference	6,353	1,676	1,621	1,900	5,197	-18%
Lib Info Science		308	340	528	1,176	

Google Analytics

Information unavailable for the fourth quarter (top cities visiting MeL, browsers, operating systems and mobile activity and ISPs). Expect it back in FY 2013.

Coremetrics

Coremetrics is a Web statistics product used by the State of Michigan. It provides a click map which allows you to see where users are clicking on various Web pages. Below are key MeL pages with percentage data corresponding to which resources our users are accessing on those pages. Coremetrics does not provide quarterly data. This data is from the middle of the quarter – August 2012.

Homepage: http://mel.org/files/Q4/q4homepage.pdf

Databases page: http://mel.org/files/Q4/q4databases.pdf

Books and Reading Gateway: http://mel.org/files/Q4/q4booksandreading.pdf

Business and Jobs Gateway: http://mel.org/files/Q4/q4business.pdf

Genealogy Gateway: http://mel.org/files/Q4/q4gene.pdf

Health and Wellness Gateway: http://mel.org/files/Q4/q4health.pdf

Kids Gateway: http://mel.org/files/Q4/q4kids.pdf

Legal Gateway: http://mel.org/files/Q4/q4legal.pdf

Teen Gateway: http://mel.org/files/Q4/q4teens.pdf

Reference: http://mel.org/files/Q4/q4reference.pdf

Library and Information Science Gateway: http://mel.org/files/Q4/q4libinfosci.pdf

MeL Survey Results

In the summer of 2012, we conducted a survey of MeL users to guide us in the planned redesign of the fall, 2013. We had a total of 82 responses. The survey was geared specifically at patrons but we had some staff members respond as well.

Some typical comments include asking for a more colorful/updated look and feel and asking for more polite language in MeLCat (such as "Please get this for me"). Many subjects reported that they wouldn't make changes to MeL and that they were satisfied in terms of functionality.

You can review the full results here:

http://mel.org/sonya/2012survey/patrons/SurveySummary.html

http://mel.org/sonya/2012survey/staff/SurveySummary.html

Time/Day Usage of MeL Over Q3

Session Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total - Time Period
12-1AM	6,554	6,906	8,288	7,344	7,889	6,631	5,639	49,251
1-2AM	4,544	5,726	5,876	5,380	5,760	4,675	5,275	37,236
2-3AM	4,648	4,595	4,924	3,915	5,218	3,780	4,504	31,584
3-4AM	4,378	3,665	4,086	3,932	4,519	3,448	3,426	27,454
4-5AM	3,796	3,567	3,514	3,865	4,031	4,137	3,862	26,772
5-6AM	4,507	3,882	4,201	3,588	4,464	3,615	3,257	27,514
6-7AM	4,594	4,497	4,768	4,124	4,444	3,581	3,539	29,547
7-8AM	4,527	6,273	7,125	5,246	6,392	5,979	4,431	39,973
8-9AM	6,521	12,813	15,818	12,462	16,820	12,459	6,221	83,114
9-10AM	8,919	19,257	21,346	17,188	21,103	14,929	9,539	112,281
10-11AM	10,769	24,064	26,988	25,512	23,914	18,619	14,983	144,849
11AM-12PM	12,880	26,571	27,501	24,689	26,854	20,454	14,966	153,915
12-1 PM	17,286	31,016	28,762	21,289	27,093	20,177	15,198	160,821
1-2PM	15,644	29,103	32,494	25,653	28,338	21,352	16,797	169,381
2-3PM	19,551	27,017	33,691	26,190	27,767	20,488	16,682	171,386
3-4PM	21,017	25,706	29,704	23,192	24,987	17,968	16,168	158,742
4-5PM	17,317	23,169	26,412	22,579	24,861	16,031	16,141	146,510
5-6PM	16,342	19,626	23,310	21,047	19,431	12,214	11,716	123,686
6-7PM	16,413	20,128	23,987	19,797	20,345	11,047	10,677	122,394
7-8PM	17,904	21,760	23,607	20,729	22,135	11,403	10,825	128,363
8-9PM	18,306	21,945	23,729	19,951	19,192	11,284	10,309	124,716
9-10PM	17,196	20,468	19,990	18,753	17,833	11,121	10,085	115,446
10-11PM	15,120	16,411	15,198	15,610	12,943	10,765	11,329	97,376
11PM-12AM	11,950	12,680	11,403	12,585	9,663	8,379	8,853	75,513
Total - Day	280,683	390,845	426,722	364,620	385,996	274,536	234,422	

Top Search Terms Reported by Gale Q3

Search Term	Searches	Rank
president obama	532	1
salsa	422	2
college football	365	3
american women writers	301	4
monkeys	203	5
immigration	198	6
india	185	7
outliers	175	8
obesity	172	9
childhood obesity	147	10
middle east conflict	145	11
middle east conflict series	144	12
corporate disasters	138	13
diabetes	137	14
novels for students	127	15
death of a salesman	125	16
abortion	119	17
madison, james	115	18
corporate disasters: what went wrong and why	113	19
online communication	111	20
germany	110	21
the lottery	110	21
a156192359	108	23
sleep deprivation	102	24
hemingway	99	25

From MCLS (Google doc MeL Usage and Activity Stats)

MeLCat and MeL Databases

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
July	46,805,001	12,750,873	94,235	80,925	85.88%
Aug	47,315,888	12,797,929	98,261	87,176	88.72%
Sept	47,315,888	12,642,258	94,171	82,452	87.56%
	Cumulative	Cumulative	Per month	Per month	Per month

Month	Academic Libraries	Public Libraries	School Libraries	Combined	Special	Total
July	48	320	28	10	8	414
Aug	48	321	28	10	8	415
Sept	48	321	28	10	9	416
	Cumulative	Cumulative	Cumulative	Cumulative	Cumulative	Cumulative

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Databases training sessions	MeL Databases training attendees	MelCat training sessions	MeLCat training attendees
July	34	358	3	40	0	0
Aug	31	335	2	26	3	44
Sept	22	369	1	6	3	23
	Per month	Per month	Per month	Per month	Per month	Per month

Update on Gaining Consistent Naming and County Data from Each Vendor

Proquest reports that with FY 2013 Q1 they will begin providing county-level data.

This report includes the first quarterly data from Gale Cengage. While numbers are provided for other vendors, they are radically different than the numbers provided by those vendors themselves (such as ProQuest. I recommend we wait on ProQuest's quarterly numbers to compare them).

Examples of Gale Databases County-Level Results:

The top 10 counties using **Academic OneFile** this quarter were:

1.	Wayne	208,403
2.	Hillsdale	51,965
3.	Saginaw	34,053
4.	Oakland	21,710
5.	Macomb	20,496
6.	Washtenaw	16,062
7.	Genesee	11,062
8.	Ingham	9,416
9.	Kent	6,226
10.	Ottawa	5,920

The top 10 counties using **Books and Authors** this quarter were:

1.	Oakland	1,013
2.	Wayne	742
3.	Macomb	520
4.	Kent	477
5.	Ingham	254
6.	Washtenaw	249
7.	Genesee	230
8.	Kalamazoo	197
9.	Ottawa	190
10.	Livingston	153

Notable Changes to MeL in This Fiscal Quarter That May Affect Statistics

None known.

Reporting Changes in This Fiscal Quarter

Gale's quarterly report included county-level data, time and day usage information, top Gale search terms and top Gale journals.